In The Claims:

1. – 32. (Canceled)

33. (Currently amended) A ~~computer program product embodied in a~~ computer ~~readable~~ accessible medium ~~and comprising computer instructions for~~ storing program logic operative for implementing:

> receiving a question from a computer executed application, wherein the question
> > pertains to the use of a particular website or particular information source
> > of a content provider;

> in response to receiving the question, identifying an operational context for the
> > question, wherein the operational context is associated with the question,
> > and wherein the operational context comprises one or more of:

> > > a location within the particular website or particular information source,
> > > > wherein the location is a current or recently visited location by a
> > > > submitter of the question when the question is submitted; or

> > > information about a system from which the question is submitted;

> in response to identifying the operational context for the question, determining a
> > category for the question, wherein the category is determined dependent
> > upon ~~associated with~~ the identified operational context;

> retrieving ~~an answer to~~ a result for the question, wherein the category and the
> > question are both used to retrieve the ~~answer~~ result;

> based on the results, determining whether the question is an answered question or
> > an unanswered question; and

if the question is an answered question:

        using a natural language indexing module to normalize the question ~~if an answer is retrieved~~, wherein one or more superfluous words are removed from the question to determine whether another question is substantially similar to the question; <u>and</u>

        <u>store tracking data for the normalized answered question indicating that the question was answered; and</u>

if the question is an unanswered question:

        <u>using a natural language indexing module to normalize the question, wherein one or more superfluous words are removed from the question to determine whether another question is substantially similar to the question; and</u>

        <u>store tracking data for the normalized unanswered question indicating that the question was not answered.</u>

~~determining whether the answer is associated with the operational context and the question, wherein the question is an unanswered question if the answer is not associated with the operational context and the question, the unanswered question being logged;~~

~~identifying a plurality of unanswered questions; and~~

~~retrieving another answer in response to at least one of the plurality of unanswered questions.~~

34. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 33, wherein identifying the operational context further comprises determining whether a web page has been visited.

35. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 33, wherein identifying the operational context further comprises identifying a time that a web page is accessed.

36. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 33, wherein identifying the operational context further comprises determining a format associated with the question.

37. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 36, wherein the format comprises input from a field in a web page

38. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 36, wherein the format comprises an e-mail message.

39. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 36, wherein the format comprises an electronic chat question.

40. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 33, wherein identifying the operational context further comprises determining a hardware environment associated with the computer executed application.

41. (Currently amended) The computer <u>accessible medium</u> ~~program product~~ of claim 33, ~~further comprising~~ <u>wherein the program logic is further operative for</u> generating a web page configured to present [[the]] <u>an</u> answer <u>to the question based on said result</u>.

42. (Currently amended) The computer <u>accessible medium</u> <s>program product</s> of claim 36, <s>further comprising</s> <u>wherein the program logic is further operative for</u> generating an e-mail configured to present [[the]] <u>an</u> answer to the question <u>based on said result</u>.

43. (Currently amended) The computer <u>accessible medium</u> <s>program product</s> of claim 33, wherein <s>retrieving an answer to</s> <u>determining a category for</u> the question <s>further</s> comprises using <s>at least the category</s> <u>the identified operational context</u> to search one or more context<u>-to-</u>category maps.

44. (Currently amended) A <s>computer program product embodied in a</s> computer <s>readable</s> <u>accessible</u> medium <s>and comprising computer instructions for</s> <u>storing program logic operative for implementing</u>:

> receiving at least one question from a computer executed application into a question module<u>, wherein the at least one question pertains to the use of a particular website or particular information source of a content provider</u>;

> <s>determining whether the at least one question is substantially similar to another question by</s> normalizing the at least one question, wherein the normalizing the at least one question comprises removing one or more superfluous words;

> identifying at least one category associated with a context in which the <u>at least one</u> question was received using a context module<u>, wherein the context comprises one or more of</u>:

>> <u>a location within the particular website or particular information source, wherein the location is a current or recently visited location by a submitter of the at least one question when the at least one question is submitted; or</u>

information about a system from which the at least one question is submitted;

retrieving results for the at least one question, wherein the category and the at least one question are both used to retrieve the results;

based on the results, determining whether the at least one question comprises an answered question or an unanswered question;

if the at least one question comprises an answered question, using a knowledge module ~~configured~~ to ~~identify an~~ compose a detailed answer to the at least one question~~, wherein the answer is determined using the at least one category~~;

~~providing an authoring module configured to receive input, wherein the input is used to answer an unanswered question; and~~

if the at least one question comprises an unanswered question, logging the unanswered question using a tracking module, the tracking module being configured to identify a plurality of frequently asked unanswered questions and to generate a request for another answer to the plurality of frequently asked unanswered questions; and

providing an authoring module configured to receive input, wherein the input is used to answer one or more of the frequently asked unanswered questions.

45. (Currently amended) A system, comprising:

a processor; and

a computer accessible medium storing program logic operative for implementing:

a suggestion module adapted to provide a question and answer pair in response to a request for assistance from a computer executed application, wherein the question and answer pair is ~~configured~~ selected using a category associated with the request;

a context/category module configured to convert a request context to the category by searching one or more stored context maps to determine whether a match between the request context and the category is present, wherein the request context comprises one or more of:

a location within a particular website or particular information source, wherein the location is a current or recently visited location by a submitter of the request when the request is submitted; or

information about a system from which the request is submitted; and

a statistics module adapted to ~~provide a question, wherein the question includes a plurality of frequently asked questions~~ return to the suggestion module a most frequently asked question for the category associated with the request based on frequency information for a plurality of questions;

wherein the suggestion module is further adapted to respond to the request with the question and answer pair selected based upon the category from the context/category module and based on the frequency information as determined by the statistics module.

46. (Currently amended) The system of claim 45, wherein the statistics module is configured to identify a[[n]] most frequently unanswered question.

47. (Currently amended) The system of claim 46, wherein the program logic is statistics module further operative for implementing comprises an authoring module configured to associate an answer with the unanswered question.

48. (Currently amended) The system of claim 45, further comprising a wherein the statistics module configured to provide a plurality of frequently asked questions for a given category.

49. (Previously presented) The system of claim 48, wherein the statistics module is further configured to arrange the plurality of frequently asked questions in a most frequently asked order.

50. (Previously presented) The system of claim 48, wherein the statistics module is further configured to arrange the plurality of questions in a least frequently asked order.

51. (Currently amended) A system, comprising:

a processor; and

a computer accessible medium storing program logic operative for implementing:

  a question module configured to receive at least one question from a computer executed application;

a context/category module configured to identify at least one category mapped to a context of the at least one question, wherein the context of the at least one question comprises one or more of:

a location within a particular website or particular information source, wherein the location is a current or recently visited location by a submitter of the question when the question is submitted; or

information about a system from which the question is submitted;

a knowledge module configured to identify an answer to the at least one question, wherein the answer is generated using the at least one category;

wherein the question module is configured to return the answer in response to the question;

an authoring module configured to identify an unanswered question and receive answer data for the unanswered question;

a statistics module configured to provide a question and answer pair based on a most frequently asked question associated with the category;

a suggestion module configured to provide the question and answer pair in response to a request for assistance; and

a tracking module configured to log the unanswered question, to identify one or more frequently asked unanswered questions, and to request another answer to the the list of frequently asked unanswered questions;

wherein for each of a plurality of requests, based on a request type of the request, the program logic is configured to select one of the question module, the suggestion module, or the authoring module to handle the request;

wherein the context/category module, knowledge module, statistics module, and tracking modules are each used by one or more of the question module, the suggestion module, or the authoring module in handling the requests.

52. (Previously presented) The system of claim 51, wherein the authoring module associates the another answer with the unanswered question automatically.

53. (Currently amended) A ~~computer program product embodied in a~~ computer ~~readable~~ accessible medium ~~and comprising computer instructions for~~ storing program logic operative for implementing:

identifying a context associated with a computer executed application, the computer executed application being configured to receive a request for assistance, wherein the context comprises one or more of:

a location of an electronic page within the computer executed application, wherein the location is a current or recently visited location by a submitter of the request when the request is submitted; or

information about a system from which the request is submitted;

~~mapping the context to one or more of a plurality of categories;~~

determining which of [[the]] a plurality of categories is associated with the context;

identifying a plurality of most frequently asked questions associated with one or more of the plurality of categories <u>associated with the context of the request for assistance</u>; and

displaying the plurality of most frequently asked questions.

54. (Currently amended) A method, comprising:

determining a ~~category~~ <u>context</u> associated with a ~~question~~ <u>request for assistance with a website</u>, wherein the ~~category~~ <u>context</u> is based at least in part upon a web page <u>of the website</u>, the web page being <u>currently or</u> recently accessed <u>by a submitter of the request for assistance</u> ~~and the question being associated with a request for assistance associated with a computer executed application~~;

mapping the ~~category~~ <u>context</u> to a ~~context~~ <u>category of questions</u> ~~associated with the request to generate a context to category map, the map being stored in a repository~~;

identifying a plurality of most frequently asked questions associated with the category; and

displaying the plurality of most frequently asked questions.

55. (Currently amended) A method, comprising:

receiving a plurality of questions;

determining whether each of the plurality of questions has an answer located in a knowledge database, wherein a context-to-category map is used to determine whether the answer is stored in the knowledge database, wherein the knowledge based is search for an answer to each question based on a category for each question, wherein the context-to-category map is used to determine the category for each question based on a context for the question, wherein the context comprises one or more of:

a location within a particular website or particular information source, wherein the location is a current or recently visited location by a submitter of the question when the question is submitted; or

information about a system from which the question is submitted;

storing each of the plurality of questions in the knowledge database, wherein at least one of the plurality of questions is unanswered;

~~logging the at least one of the plurality of questions that is unanswered;~~

identifying one or more frequently asked unanswered questions; and

receiving another answer from an administrative source for each of the one or more frequently asked unanswered questions.